

SARATOGA
October/November '83 Switching Study

Smokers of Saratoga	Base N = 10,104		Base N = 1,943	
	<u>Non-Menthol</u>	<u>Menthol</u>	<u>Unaided Awareness</u> As a 100 mm Cigarette	<u>%</u>
	N =	27 %	9 %	Total unaided aware
Men - Total		18 4	22 --	Men - Total
18-34				18-34
35+		15	22	35+
Women - Total		82 11	78 33	Women - Total
18-34				18-34
35+		70	44	35+
White		89	67	White
Black		4	22	Black
Spanish-Speaking		4	22	Spanish-Speaking
Under \$30M		48	56	Under \$30M
\$30M+		30	33	\$30M+
High School or less		74	56	High School or less
College or more		26	44	College or more
Nielsen A		37	11	Nielsen A
B		41	33	B
C		18	33	C
D		4	22	D
Usually buy:				
Packs		15	34	
Cartons		70	44	
Both		15	22	
Buy no other brand		59	67	
Consider brand to be				
Very low		--	--	
Low		30	33	
Average		56	22	
Slightly above		--	11	
High tar		--	--	
Avg. daily consumption		21.35	24.11	
(cf. industry - 23.57)				
cf. More		26.39	19.68	

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